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Agents and Religious Book Publishing
Fall Religious Titles • A Bookstore Wins a War
An Interview with Harvey Cox • 1987 Title Ouput Figures

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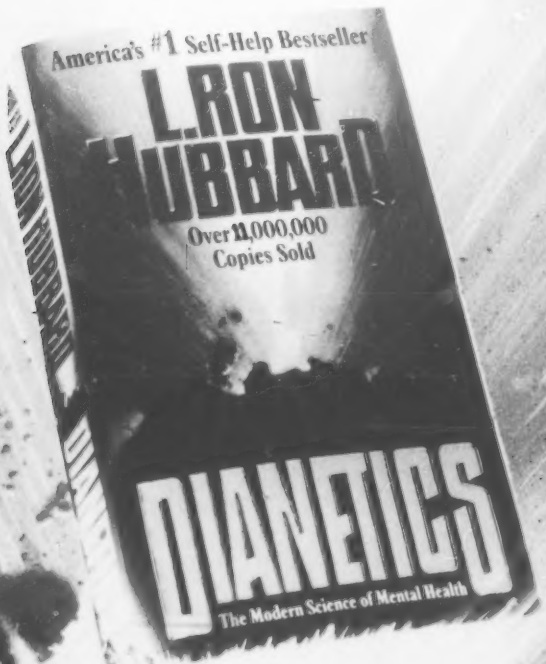
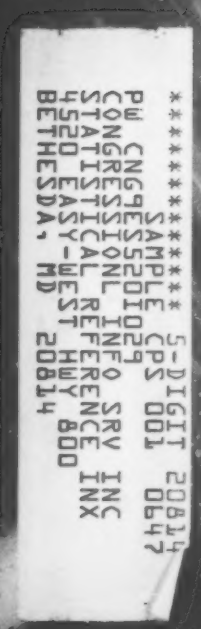
The Perennial Bestseller!





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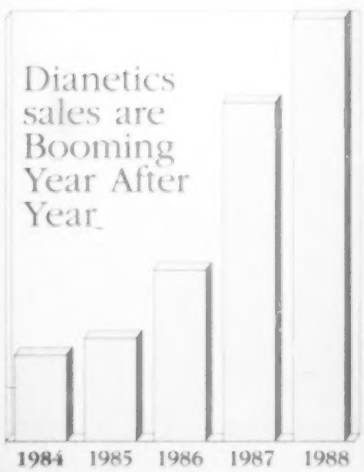

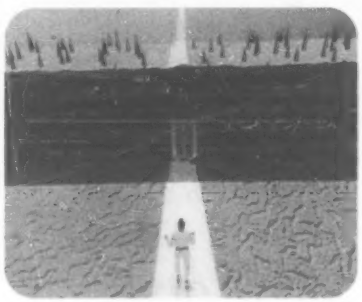

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Final 1987 Figures:
Book Title Output and Prices

BY CHANDLER GRANNIS

A total of 56,027 books, both new titles and new editions, were issued in the United States in 1987, an all-time record, exceeding the 1986 total by 6%. The figure embraces all books of all kinds for which information was available for compilation in the R. R. Bowker databases. The previous top annual total, 53,380, was recorded in 1983.

About 36,000, or 63%, of the 1987 total was made up of hardcover books; about 30%, trade and other non-mass market paper-covered books; and 7%, mass market paperback titles.

Hardcover per-volume prices in 1987 rose 11.7% over those of 1986; but those hardcover volumes that were priced under $81 increased by 6.1%. Mass market paperback prices rose 3.6%; and prices of other paperbacks dipped by 2%.

The figures given in the tables here were processed for *PW* by Beverly Lamar of the R. R. Bowker data services division from two Bowker sources: entries in the *American Book Publishing Record* system, and, for mass market paperbound books, entries in *Paperbound Books in Print*.

The column headings in Table 1 should be noted. For 1986 and 1987, in each year, the first three columns show the numbers of new books and new editions in hardcover and trade paper combined. In the fourth column, the mass market paperback books are added to form the overall totals.

Table 2 shows trade paperback figures. Table 3 reports mass market output by subject, but the data do not provide for distinguishing between new books and new editions. Table 4, imported titles, and Table 5, translations, may give underestimates, but do suggest year-to-year trends.

Tables A through C offer price averages on a per-volume basis. Overall price averages appear in Table A; prices under $81, in Table A-1. Table B shows prices of mass market paperbacks; and Table C, of other paperbacks.

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1985 ALL HARD & PAPER	1986 HARD & TRADE PAPER Books	Editions	Totals	ALL HARD & PAPER	1987 FINAL HARD & TRADE PAPER Books	Editions	Totals	ALL HARD & PAPER
Agriculture	536	477	81	558	564	548	97	645	652
Art	1,545	1,504	190	1,694	1,697	1,460	226	1,686	1,693
Biography	1,953	1,805	281	2,086	2,152	1,903	292	2,195	2,259
Business	1,518	1,197	376	1,573	1,604	1,088	346	1,434	1,462
Education	1,085	866	143	1,009	1,029	906	161	1,067	1,081
Fiction	5,105	2,687	467	3,154	5,578	3,264	402	3,666	6,298
General Works	2,905	2,144	279	2,423	2,484	2,232	307	2,539	2,620
History	2,327	2,015	423	2,438	2,471	2,310	544	2,854	2,882
Home Economics	1,228	900	106	1,006	1,103	930	136	1,066	1,168
Juveniles	3,801	3,849	206	4,055	4,516	4,000	278	4,278	4,642
Language	632	528	123	651	668	544	103	647	699
Law	1,349	1,018	363	1,381	1,385	1,149	392	1,541	1,544
Literature	1,964	1,788	322	2,110	2,145	2,024	293	2,317	2,358
Medicine	3,579	2,845	557	3,402	3,445	3,281	668	3,949	3,995
Music	364	270	76	346	356	283	66	349	352
Philosophy, Psychology	1,559	1,323	264	1,587	1,669	1,424	282	1,706	1,845
Poetry, Drama	1,166	1,180	71	1,251	1,278	1,141	80	1,221	1,236
Religion	2,564	2,464	299	2,763	2,788	2,474	360	2,834	2,850
Science	3,304	2,782	564	3,346	3,360	3,046	607	3,653	3,658
Sociology, Economics	7,441	6,815	1,042	7,857	7,912	6,987	1,049	8,036	8,115
Sports, Recreation	1,154	843	189	1,032	1,192	901	184	1,085	1,263
Technology	2,526	2,213	449	2,662	2,698	2,259	468	2,727	2,756
Travel	465	412	121	533	543	484	132	616	629
Total	50,070	41,925	6,992	48,917	52,637	44,638	7,473	52,111	56,027

NOTE: Figures for mass market paperbound book production are based on entries in *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers as follows:

Agriculture, 630–639, 712–719; Art, 700–711, 720–779; Biography, 920; 929; B; Business, 650–659; Education, 370–379; Fiction; General Works, 000–099; History, 900–909, 930–999; Home Economics, 640–649; Juveniles; Language, 400–499; Law, 340–349; Literature 800–810, 813–820, 823–899; Medicine, 610–619; Music, 780–789; Philosophy, Psychology, 100–199; Poetry, Drama, 811, 812, 821, 822; Religion, 200–299; Science, 500–599; Sociology, Economics, 300–339, 350–369, 380–399; Sports, Recreation, 790–799; Technology, 600–609, 620–629, 660–699; Travel, 910–919.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1985	1986			1987 FINAL		
	TOTALS	NEW BOOKS	NEW ED'NS	TOTALS	NEW BOOKS	NEW ED'NS	TOTALS
Fiction	436	353	78	431	295	87	382
Nonfiction	14,903	12,984	2,518	15,502	13,463	2,855	16,318
Total	15,339	13,337	2,596	15,933	13,758	2,942	16,700

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1985 FIN.	1986 FIN.	1987 FINAL
Agriculture	7	6	7
Art	3	3	7
Biography	79	76	64
Business	26	31	28
Education	12	20	14
Fiction	2,524	2,424	2,632
General Works	86	61	81
History	31	33	28
Home Econ.	101	97	102
Juveniles	427	461	364
Language	14	17	22
Law	6	4	3
Literature	35	35	41
Medicine	36	43	46
Music	9	10	3
Philosophy, Psychology	112	82	139
Poetry, Drama	16	27	15
Religion	24	25	16
Science	15	14	5
Sociology, Economics	44	55	79
Sports, Recreation	149	160	178
Technology	42	36	29
Travel	9	10	13
Total	3,807	3,730	3,916

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1985	1986			1987 FINAL		
	TOTALS	BOOKS	ED'NS	TOTALS	BOOKS	ED'NS	TOTALS
Agriculture	118	117	7	124	116	19	135
Art	166	160	8	168	117	11	128
Biography	216	163	25	188	152	21	173
Business	196	140	19	159	128	26	154
Education	211	212	8	220	263	13	276
Fiction	171	199	48	247	219	72	291
General Works	329	322	24	346	348	34	382
History	395	337	47	384	411	71	482
Home Econ.	41	36	6	42	32	7	39
Juveniles	92	108	4	112	104	5	109
Language	216	212	22	334	180	21	201
Law	170	151	39	190	179	46	225
Literature	267	241	20	261	277	18	295
Medicine	598	607	58	665	693	64	757
Music	70	60	6	60	59	7	66
Philosophy, Psychology	267	243	20	263	306	25	331
Poetry, Drama	220	206	10	216	168	12	180
Religion	173	131	10	141	139	24	163
Science	1,242	1,061	153	1,214	1,154	148	1,302
Sociology, Economics	1,559	1,491	144	1,635	1,617	119	1,736
Sports, Recreation	107	100	10	110	86	11	97
Technology	419	554	64	618	586	65	651
Travel	61	36	10	46	45	11	56
Total	7,304	6,887	762	7,749	7,379	850	8,229

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1984 Final	16	27	38	10	355	425	28	97	64	42	4	181	97	21	10	N/A	1,439
1985 Final	8	17	40	5	416	369	29	92	59	30	13	182	86	28	15	N/A	1,385
1986 Final	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,702
1987 Final	33	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,869

NOTE: "Total" covers only the languages listed here.

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES*

CATEGORY	1977 PRICES	1985 VOLS.	1985 PRICES	1986 VOLS.	1986 PRICES	1987 FINAL VOLS.	1987 FINAL $ TOTAL	1987 FINAL PRICES
Agriculture	$16.24	368	$36.77	391	$39.26	423	$19,561.95	$46.24
Art	21.24	908	35.15	996	35.41	1,004	37,870.54	37.71
Biography	15.34	1,298	22.20	1,446	22.96	1,542	38,619.52	25.04
Business	18.00	1,040	28.84	1,115	30.72	1,032	34,378.18	33.31
Education	12.95	602	27.28	559	26.11	669	21,131.92	31.58
Fiction	10.09	1,800	15.29	2,212	16.84	2,499	45,478.26	18.19
General Works	30.99	1,632	37.91	1,511	38.97	1,623	71,115.32	43.81
History	17.12	1,506	27.02	1,598	28.44	1,954	62,028.40	31.74
Home Economics	11.16	594	17.50	532	18.97	558	11,236.07	20.13
Juveniles	6.65	2,529	9.95	3,066	10.64	3,162	36,307.89	11.48
Language	14.96	347	28.68	351	32.80	361	13,647.52	37.80
Law	25.04	955	41.70	958	49.20	1,097	54,470.14	49.65
Literature	15.78	1,181	24.53	1,559	25.73	1,537	44,116.90	28.70
Medicine	24.00	2,798	44.36	2,643	49.99	3,065	176,800.13	57.68
Music	20.13	238	28.79	222	32.59	224	8,025.26	35.82
Philosophy, Psychology	14.43	895	28.11	991	29.65	1,090	36,326.42	33.32
Poetry, Drama	13.63	563	22.14	617	25.11	699	19,985.53	28.46
Religion	12.26	1,100	19.13	1,171	21.60	1,226	30,058.33	24.51
Science	24.88	2,556	51.19	2,559	55.65	2,815	174,993.94	62.16
Sociology, Economics	29.88	4,761	33.33	5,043	30.34	5,393	185,455.34	34.38
Sports, Recreation	12.28	530	23.43	573	23.25	586	14,042.16	23.96
Technology	23.61	1,693	50.37	1,904	55.00	1,988	119,758.08	60.24
Travel	18.44	210	24.66	218	24.32	227	6,373.65	28.07
Total	$19.22	30,104	$31.46	32,035	$32.43	34,774	$1,281,691.45	$36.28

*From *Weekly Record Listings of Domestic and Imported Books*

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1984 PRICES	1985 VOLS.	1985 PRICES	1986 VOLS.	1986 PRICES	1987 FINAL VOLS.	1987 FINAL $ TOTAL	1987 FINAL PRICES
Agriculture	$28.85	337	$29.99	356	$31.89	363	$11,776.80	$32.44
Art	28.90	868	30.05	961	31.63	959	31,720.54	33.07
Biography	20.91	1,282	20.81	1,431	21.66	1,514	34,453.07	22.75
Business	24.74	1,024	27.27	1,088	28.44	1,007	30,699.43	30.48
Education	21.81	598	24.02	556	25.75	654	19,208.92	29.37
Fiction	14.49	1,799	15.24	2,197	15.89	2,470	42,042.26	17.02
General Works	26.97	1,561	29.05	1,441	31.86	1,518	51,951.62	34.22
History	23.89	1,487	25.41	1,578	27.04	1,906	56,382.00	29.58
Home Economics	15.53	591	17.11	528	18.41	554	10,658.85	19.23
Juveniles	9.75	2,529	9.95	3,062	10.47	3,157	35,648.24	11.29
Language	22.96	343	27.61	340	30.24	345	11,475.07	33.26
Law	31.60	888	35.87	863	37.28	953	35,643.79	37.40
Literature	21.69	1,169	23.46	1,346	24.63	1,515	40,859.90	28.97
Medicine	33.93	2,505	36.29	2,235	37.34	2,405	92,186.08	38.33
Music	25.01	236	27.72	217	26.30	216	6,895.76	31.92
Philosophy, Psychology	25.22	886	27.34	980	28.48	1,062	33,436.97	31.48
Poetry, Drama	19.32	554	20.90	610	22.82	679	16,973.53	24.99
Religion	16.30	1,096	18.88	1,162	20.08	1,210	27,947.38	23.09
Science	37.71	2,232	40.06	2,122	40.96	2,186	94,052.35	43.02
Sociology, Economics	25.48	4,689	27.91	4,978	28.89	5,266	166,712.76	31.65
Sports, Recreation	19.27	525	21.36	571	21.77	582	13,577.16	23.32
Technology	35.77	1,507	38.60	1,630	39.88	1,622	67,609.83	41.68
Travel	18.92	207	22.07	216	23.74	221	5,404.20	24.45
Total	$24.66	28,913	$26.57	30,468	$27.15	32,364	$937,316.51	$28.96

TABLE B

MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1985 PRICES	1986 VOLS.	1986 PRICES	VOLS.	1987 FINAL $ TOTAL	1987 FINAL PRICES
Agriculture	$5.75	6	$6.04	6	$ 21.35	$ 3.56
Art	9.80	3	9.80	7	86.65	12.38
Biography	4.81	76	5.15	62	316.15	5.10
Business	7.57	31	7.73	28	178.90	6.39
Education	6.07	20	7.28	14	83.85	5.99
Fiction	3.24	2,424	3.46	2,571	9,227.90	3.59
General Works	4.64	61	5.07	80	431.70	5.40
History	5.34	33	5.17	28	137.30	4.90
Home Economics	5.65	97	6.23	99	662.25	6.69
Juveniles	2.71	461	2.71	363	1,015.30	2.80
Language	4.28	17	5.28	22	108.65	4.94
Law	6.62	4	3.98	3	11.95	3.98
Literature	4.76	35	4.92	40	180.65	4.50
Medicine	6.65	43	7.18	46	288.90	6.28
Music	5.67	10	4.21	3	14.90	7.45
Philosophy, Psychology	4.22	82	5.07	137	679.55	4.96
Poetry, Drama	4.88	27	5.76	13	65.70	5.05
Religion	3.21	25	3.84	16	59.40	3.71
Science	4.83	14	5.91	5	22.75	4.55
Sociology, Economics	4.76	55	5.32	78	438.80	5.63
Sports, Recreation	3.80	160	4.09	175	870.35	4.97
Technology	12.29	36	12.08	29	333.95	11.52
Travel	4.93	10	5.02	13	92.90	7.15
Total	$3.63	3,730	$3.86	3,837	$15,329.20	$4.00

TABLE C

TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977 PRICES	1985 VOLS.	1985 PRICES	VOLS	PRICES	1987 FINAL VOLS.	1987 FINAL $ TOTAL	1987 FINAL PRICES
Agriculture	$5.01	198	$9.50	149	[illegible]	190	$2,699.91	$14.21
Art	6.27	593	14.04	641	[illegible]	640	9,737.46	15.21
Biography	4.91	536	10.78	591	[illegible]	608	6,189.56	10.18
Business	7.09	425	16.83	421	18.[illegible]	376	6,591.47	17.53
Education	5.72	440	12.98	412	14.01	376	6,878.75	18.29
Fiction	4.20	726	13.66	897	8.64	1,124	10,410.89	9.26
General Works	6.18	1,123	19.13	828	28.44	871	18,790.90	21.57
History	5.81	729	14.08	766	14.55	843	11,396.65	13.51
Home Economics	4.77	513	9.22	450	9.96	491	5,040.57	10.26
Juveniles	2.68	767	5.20	906	5.71	1,024	11,948.72	11.66
Language	7.79	252	13.25	287	14.31	270	3,822.84	14.15
Law	10.66	339	18.46	364	17.46	384	8,457.54	22.02
Literature	5.18	694	14.04	712	13.19	730	9,148.84	12.53
Medicine	7.63	698	16.01	692	19.34	838	14,874.02	17.74
Music	6.36	113	12.20	117	13.67	117	1,555.46	13.29
Philosophy, Psychology	5.57	523	13.25	564	13.36	588	7,623.05	12.96
Poetry, Drama	4.71	550	8.86	596	10.02	500	4,667.53	9.33
Religion	3.68	1,373	9.30	1,525	9.26	1,576	14,576.57	9.24
Science	8.81	677	19.78	707	23.27	762	16,794.79	22.04
Sociology, Economics	6.03	2,402	16.30	2,597	16.76	2,490	39,320.97	15.79
Sports, Recreation	4.87	447	10.66	430	11.49	476	5,480.80	11.51
Technology	7.97	722	21.08	682	25.55	688	17,680.92	25.69
Travel	5.21	235	10.48	299	10.91	377	4,144.80	10.99
Total	$5.93	15,075	$13.98	15,633	$14.86	16,339	$237,833.01	$14.55